

SIMPLE TEST PROVES INSTANTLY  
PHILIP MORRIS ARE LESS IRRITATING

Now you can confirm for yourself,  
Doctor, the results of the  
published studies\*

HERE IS ALL YOU DO:

1... light up a  
PHILIP MORRIS

Take a puff—DON'T INHALE. Just  
s-l-o-w-l-y let the smoke coast  
through your nose. AND NOW...

2... light up your  
present brand

DON'T INHALE. Just take a puff  
and s-l-o-w-l-y let the smoke coast  
through your nose. Notice the hint  
this time? Quite a difference from  
PHILIP MORRIS!



With proof so conclusive...  
with your own *personal* experience  
added to the published  
studies\*... would it not be  
good practice to suggest  
PHILIP MORRIS to your  
patients who smoke?



PHILIP MORRIS

Philip Morris & Co., Ltd., Inc., 100 Park Avenue, New York 17, N. Y.

\*Proc. Soc. Exp. Biol. and Med., 1914, 52, 241-245; N. Y. State Journ. Med., Vol. 35, 6-1-35, No. 11, 790-792;  
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 349-354; Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

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